

1 February 1962

MEMORANDUM FOR: Comptroller

FROM : Chief, Financial Analysis Staff

SUBJECT : AMA 8th Annual EDP Conference

1. I recommend that a member of FAS be nominated to attend the 8th Annual AMA Electronic Data Processing Conference on "Developing, Planning, Decision Making and Control Information and Using the Management Information Service for Profit".

2. FAS is charged with the development of a financial reporting system. Reporting financial data is only part of the problem. More is needed. Unless financial data is integrated with other information, an effective information system cannot be developed. Unless we establish an integrated system, we cannot expect to derive full benefit from the RCA 501 equipment now in place.

3. We have been planning for, developing financial data, and working toward the development of an integrated information system. Our personnel have attended management courses (the University of Chicago, the Army Management School, the Agency Senior Management Seminar) and AMA Seminars on "Increasing the Effectiveness of Reports to Management" and the "Functions and Applications of Forecasting". We have been doing research on "Management by Results" and in the field of "Responsibility Reporting" and have been perusing published literature on the use of computers in the development of Information Systems. Attendance at this conference will give us additional background knowledge of the experiences of those who have developed Integrated Information Systems and permit us to avoid the mistakes made and the pitfalls encountered. A knowledge of the data to be presented as shown on the attached announcement, especially the items checked, would be of material assistance in helping to develop an integrated information system.

4. Attendance at the conference only is recommended. In view of the cost and the subject matter to be presented, attendance at the video tape presentation would not be warranted for FAS personnel.

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Attachment:
AMA Brochure

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Orig. let'd to FAS.